

1922

HINTS TO DEALERS

IN THE SELLING OF



TO THE DEALER

This booklet and envelope of Aids should
be kept in Pen Case or other con-
venient place for reference.

W. L. Waterman Company, New York, N.Y.

BRANCHES:

24 SCHOOL STREET, BOSTON

17 STOCKTON STREET, SAN FRANCISCO, CAL.

LONDON

115 SOUTH CLARK ST., CHICAGO

179 ST. JAMES' ST., MONTREAL

PARIS

BUENOS AIRES

KEY TO STANDARD NUMBERING SYSTEM

SIZE OF GOLD PEN is indicated by number in unit column, i. e., 1-4-5-6-7-8

TYPE OF HOLDER is indicated by number in tens column, i. e., 0-1-2-4-5-6-7-8

- Regular Type (Straight Cap) = 0 in tens column
- Regular Type (Conc. Cap) = 1 in tens column
- Regular Type (Taper Cap) = 2 in tens column
- Safety Type = 4 in tens column
- Pocket Self-Filling Type = 5 in tens column
- Self-Filling Type = 6 in tens column
- Pocket Type = 7 in tens column
- Pump Type = 8 in tens column

FINISH OF CAP is indicated by number in hundreds column, i. e., 2-3-4-5-6-7-8-9

- Plain = 2 in hundreds column
- Gold = 3 in hundreds column
- Silver = 4 in hundreds column
- Gold Full Covered = 5 in hundreds column
- Two Gold Bands = 6 in hundreds column
- One Gold Middle Band = 7 in hundreds column
- One Gold Band on Cap = 8 in hundreds column
- Gold Band Top of Cap = 9 in hundreds column

Slender Holder indicated by suffix V. Vest Size indicated by suffix V. Gold Filled mounting indicated by prefix 0.

For example, 06521/1V would indicate Slender Vest Pocket Self-Filling, with gold filled bands on cap and with gold pen size 2, i. e.,
 Prefix 0—Gold Filled
 Hundreds Column—5—Gold Band on Cap
 Tens Column—2—Pocket Self-Filling Type
 Unit Column—1—Gold Pen size No. 1
 Suffix V—Slender
 Suffix V—Vest Length

This key table is made by going over 2 in the unit column in all instances, i. e., fitted with No. 2 gold pens—see below.

TYPE OF HOLDER	Pen Length	Finish	Two Gold Bands	Gold Middle Band	Gold Band on Cap	Gold Band Top of Cap	Half Silver Covered	Full Silver Covered	Half Gold Covered (Filled)	Full Gold Covered (Filled)	Half Gold Covered (Solid)	Full Gold Covered (Solid)
Regular Type (Straight Cap)	02	—	—	—	—	—	—	402	—	—	—	502
Regular Type (Conc. Cap)	12	—	—	—	—	—	—	412	0312	0512	712	812
Regular Type (Taper Cap)	22	—	—	—	—	—	—	422	0322	0522	722	822
Safety Type	42	1/2V	—	—	—	—	—	442	—	0642	—	842
Pocket Self-Filling Type	52	1/2V	—	—	—	0045/4V	—	452	0352	0652	—	852
Self-Filling Type	62	—	—	—	—	—	—	—	—	—	—	—
Pocket Type	72	1/2V	—	—	—	—	—	472	0372	0672	—	872
Pump Filling Type	82	—	—	—	—	—	—	482	—	0682	—	—

In the above table all types of holders in which Waterman's Ideals are made are shown in the left column, while the various styles in which each holder is made are shown across the top of the table.

The finish of the holder, or the design of the mounting, however, is always indicated by the addition of a descriptive word after the number, for instance: "Plain" or "Chased" on the unmounted pens. "Plain" or "Engraved" on gold banded pens. "Gothic" or "Fluted" etc., on gold or silver mounted pens.

Size of Gold Pen is indicated by the figure in the unit column of all numbers, Safety pen plain fitted with No. 6 gold pen is No. 46.

THE RETAIL SELLING OF

Waterman's Ideal Fountain Pen

Profit in any retail business will very well take care of itself if the retailer will diligently enforce two cardinal merchandising features:

- (1) Make it easy for customers to buy what they want.
- (2) Be sure they are satisfied implicitly with what they do buy.

An accessible and representative stock of Waterman's Ideal Fountain Pens at your store goes a long way toward making it easy to buy this advertised article of daily use.

In starting moderately, allow your stock investment to increase with your turnover. In making it public that you are soliciting local trade for fountain pens, be sure to the end of "making it easy to buy" that your assortment permits of your prospective customer being able, without making several calls, to try a sufficient number of pens to know definitely the one that is best suited to his handwriting. Have at least one, and if possible, two clerks technically informed on fountain pens, so that they can come forward to a customer immediately and after a couple of pertinent questions say to him, "I know exactly what you want." The clerk's ability as a sales person quickly determines about the price pen to be shown, and from a medium price

one can readily work up or down, according to the requirements of the occasion.

If you haven't just the right pen in stock, do not supply the one which you have which is nearest right. Rather send for what you consider to be the right pen, or a few on memorandum for selection. (See note on Gold Pens, on page 12.)

In fitting a person's hand, inquire especially if the fountain pen is used for any particular purpose; perhaps it is for bookkeeping, perhaps for stenography, or other special purposes, and if so, there are several points that should immediately be shown. Watch the amount of pressure that the purchaser puts on the pen. If heavy, be sure not to furnish a flexible nib, unless the customer especially wants it. Under pressure these nibs would spread too far apart and not write satisfactorily. Furnish the firm nib for heavy pressure and the flexible nib for the light touch. If your customer grasps the pen tightly, recommend the large size holder. It will prevent the cramp which frequently accompanies a tight hold. If your customer holds the pen between the first and second fingers, show oblique stub points.

In fountain pens there is more personality than in the average article

SAFETY TYPE Waterman's Ideal Fountain Pen



Showing pen ready to write

The principle of this type fountain pen is that of a small vial containing ink; when corked with cap or pen point, it cannot leak; when uncorked (gold pen lowered), hold it upright.

DIRECTIONS

To FILL:—Holding the pen upright, screw off the cap (see illustration below), and while the pen nib is lowered in the barrel, drop the ink into the open end, from which the cap was removed, to within about one-half inch from top.

To WRITE:—Keeping the open end up, place the cap on the reverse end of holder (see illustration below), and turn it to the right, which operation immediately conveys the nib out into writing position, and seals the ink barrel.

To CARRY IN POCKET, PURSE, TRUNK, ETC.:—Remove cap from back end of holder by turning to the left, thus drawing the pen nib back, automatically, into the barrel, allowing cap to again be screwed on to the open pen end and to hermetically seal the barrel. Be sure gold pen is lowered clear of top edge of barrel before screwing on the cap.

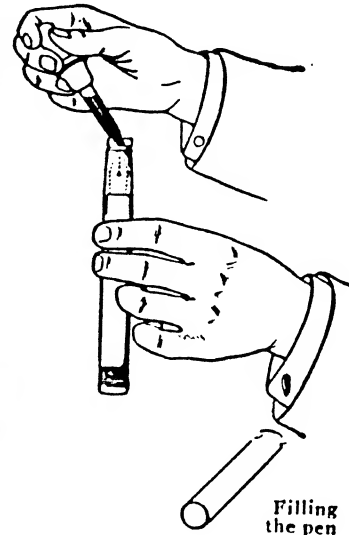
To CLEAN:—Remove cap and before screwing the pen out of the barrel permit running cold water to flow into the holder until thoroughly clean. Do not take the pen apart.

Screw the cap on firmly and not the smallest particle of ink can escape, no matter whether carried upside down, right side up, sideways or endways.

The gold nib, when not in use, is harbored right in the ink in the barrel; hence, being moist when turned out into position, is always ready to write at the very first stroke, and being fitted with the "Spoon Feed," will continue writing, without overflow, until the last drop of ink has been used.



Transparent view showing how pen is sealed when closed



Filling the pen



Screwing off the cap

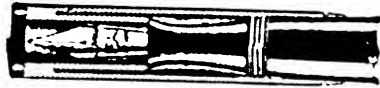
Screwing nib into writing position



SELF FILLING TYPE Waterman's Ideal Fountain Pen




This style pen is made to fill direct from any ink supply, by means of a self-contained device.

Waterman's Ideals of the Pocket Self-Filling Type are fitted with the Screw-Lock Security Cap as illustrated here. This cap has an inner compartment which is both air and ink tight. When the pen is not in use, and the cap screwed






on, the gold pen and feed are incased in this compartment. It prevents the accidental escape of ink, and the pen from sweating.

DIRECTIONS


To FILL:—Raise the  lever, on side of barrel, to a position at right angle with the barrel, dip pen point in ink, snap down the lever, then *lock the lever*. To assure filling to full capacity, allow pen point to remain submerged a couple of seconds after snapping down the  lever. (When locked, the  lever will be perfectly flush with the surface of the barrel.)


To CLEAN:—Repeat the filling operation several times, using cold water, if necessary, instead of ink. The ink channel in the Spoon Feed is generally cleaned every time the pen is filled.

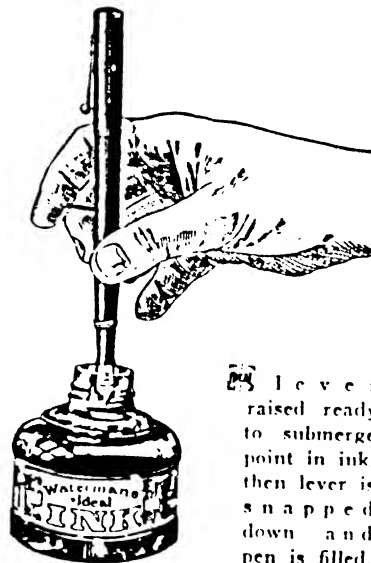
THE CAP:—To remove the screw-lock security cap, give short turn from left to right. To replace cap on barrel, turn reverse way, right to left, until you feel that it is firmly seated on the barrel. This should be done with the pen point up. If the inside of the cap becomes accidentally soiled, clean it with tissue or cloth, otherwise it may soil the holder and then your fingers.


When you raise the  lever you empty the ink tube
When you lower the  lever you fill the ink tube
When you press down the  lever you lock ink tube

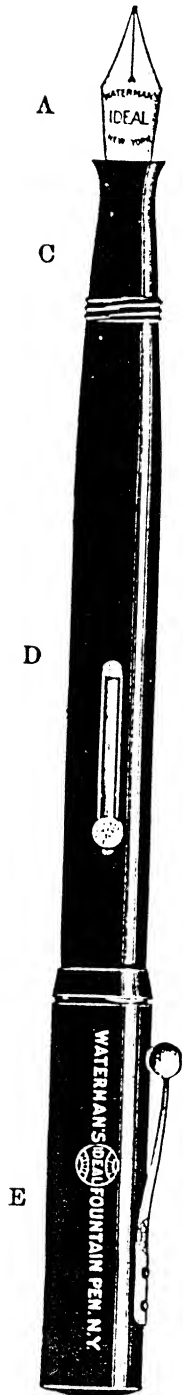
CAUTION

Do not raise the  lever when there is any ink in the tube, unless the pen point is held over the ink bottle.

This pen has all the superior qualities and patented parts of the Regular Type of Waterman's Ideals, in addition to being so made that it can readily be filled by the convenient  lever in less time than it takes to tell about it.



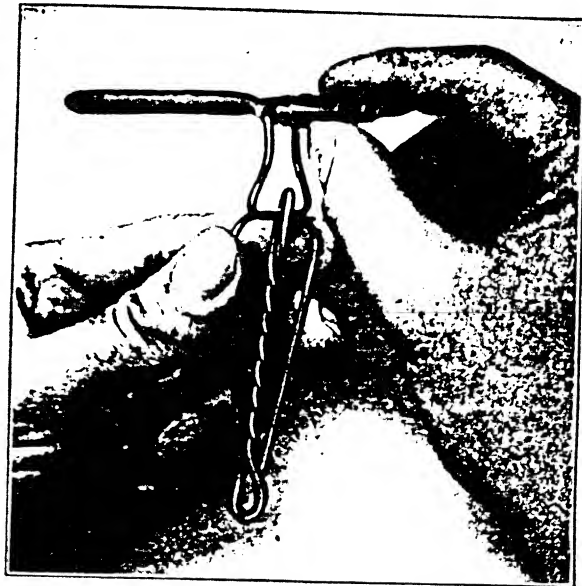
 Lever raised ready to submerge point in ink, then lever is snapped down and pen is filled.



Directions for Fitting New Rubber Sacs to the Self-Filling Type Waterman's Fountain Pen



Remove the neck section from the barrel, pull off the old sac, and see that no glue or dry ink remains on the small end, A, on which the rubber sac fits. Put a thin coating of liquid glue or rubber cement on the small end, A, being careful that none gets on the larger section, B, which wedges into the barrel. Then, while the glue or cement is still soft open the mouth of the sac with the stretcher as illustrated, being careful not to stretch the mouth of the sac suddenly or too far, as it might split.

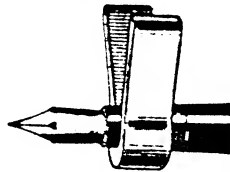


When the mouth of the sac is open insert the glued end into the mouth of the sac. Then withdraw the stretcher very carefully. After allowing the glue a short time to dry, replace the neck, with the sac attached, into the barrel, being sure to force it in straight, as a twisting motion is liable to twist the sac and prevent it from filling with ink. It is best not to fill the pen until the glue or cement has had time to set.

This stretcher will be furnished free with order for rubber sacs.

ACCESSORIES

Many people are in the habit of screwing the neck or joint of their fountain pen very tightly, with the result that the opening of it becomes a very difficult matter, because there is so little room for a good grip.



The Ideal Joint Opener easily overcomes all this, and will easily open the most refractory joint.

Price 10c each. Mounted on display stand holding one dozen.

The No. 3 Ink Filler is indestructible, and holds a sufficient quantity of ink to completely refill any ordinary size fountain pen. The tube is sufficiently long to place at the bottom of every holder, thus



avoiding air bubbles by withdrawing the bulb as pen is filled.

These are mounted on cards holding one dozen fillers. The fillers retail at 15c each.

It is a fact that the use of different kinds of ink, some of which may be muddy and thick, will in time clog the most delicate part of the pen—the feed. The gold pen should never be taken apart or separated from the feed in any way.

Unscrew the point section, attach Ideal Cleaner (which fits any size perfectly), then draw and discharge water through the feed and point section as indicated in the picture. This will dissolve any gummed ink and clean it thoroughly. Never use hot water; it affects the rubber.

When a pen has been dipped in thick writing ink, as is sometimes unwisely done instead of refilling, the cleaning should be very thorough, otherwise the pen will not give satisfactory service.

Price 15c each. Mounted on display stand holding one dozen.



REPAIR DEPARTMENT

Our repair department is maintained for the convenience of our customers in case of loss or accident. All correspondence receives prompt and careful attention.

In order that the high reputation of Waterman's Ideal Fountain Pens may be maintained, we desire that all dealers handling them, as well as all users of these pens, should send them to us for repairs. This is necessary whether the difficulty is with the gold pens or holders, since in either case the same expert and careful attention is necessary.

It must be admitted that no one can have so great an interest in making all repaired pens as good as new as we ourselves, nor can anyone else be expected to have a better knowledge of the pens and of what is required to put them in the most serviceable condition than the ones who make them so well that they can be guaranteed and command the reputation of being the best pens on the market. Therefore, if anyone offers to repair them cheaper, you can be reasonably certain that it will not be done as well.

Repaired holders will show the effects of wear and use, but can be made to give just as good service in all respects as new ones.

PRICE LIST OF SEPARATE PARTS, FOR ALL TYPES Plain, Chased, Cardinal or Mottled

NUMBER ON HOLDER		GOLD PENS		Feed Bar	Point Section	Barrel	Cap Without Clip	Interior Spiral for Safety Type	Rubber Sac for Self-Filler
Old No.	New No.	Price on New	Allowance on Old						
2-12-22	42-52-62-72	\$1.25	\$0.20	\$0.75	\$0.75	\$0.75	\$0.25	\$0.75	\$0.15
123	424-524-724	1.25	.20	.75	.75	.75	.25	.75	.15
3-13-23	1.50	.30	.75	.75	.75	.25
4-14-24	44-54-64-74	1.75	.40	.75	.75	1.00	.25	.75	.15
5-15-25	45-55-65-75	2.25	.50	.75	.75	1.25	.30	.75	.15
6-16-26	46-56-66-76	2.75	.60	.75	.75	1.50	.40	.75	.15
7-17-27	3.25	.70	.75	1.00	2.00	.50
8-18-28	48-58-68-78	3.75	.80	1.00	1.00	2.00	.50	.75	.15
20	4.75	1.00	1.25	1.25	2.25	.75

Numbers are stamped on the butt end of every holder.

The above prices on gold pens, feed bars and point sections apply also to these parts of all mounted styles; the gold and silver mounted barrels and caps cost additional according to the style of mounting.

Whenever a new gold pen is wanted, or any readjustment of parts is necessary, the complete holder must be sent to us; otherwise satisfactory service cannot be given.

Gold Pens are re-pointed or straightened for 50 cents each. Re-pointed pens cannot be warranted to wear well, nor to have same quality of point or flexibility as new pens. We do not guarantee re-pointed pens. Pens smaller than No. 5 are seldom worth re-pointing.

Gold Pens that have been straightened but retain their original iridium points, sometimes write as well as ever, but they are usually softer and can never be guaranteed.

New caps for Cone Cap Holders (12-18) can be supplied on mail order without sending the holder. In fitting shoulder necks, however (Straight Holders, No. 2 and No. 4; Taper Cap Holders, No. 22 and No. 24), we require that the holders be sent to us to have caps properly fitted.

SPECIAL DIRECTIONS

Before sending pens in for repairs empty the ink from the barrel, mark on the repair envelope the attention you wish given, and if a letter containing special instructions is sent under separate cover mark repair envelope to that effect, so that upon receipt of the repair the same can be connected with your letter.

Repair and mailing envelopes will be found in pocket in this booklet.

Your name and address as sender must be placed on all packages.

REPAIR DEPARTMENT DON'TS FOR PEN CLERKS

Don't fail to place repair and exchange items in repair envelopes. (These envelopes are furnished free on request.)

Don't omit to enter your customer's name and your repair number on the repair envelope.

Don't send repairs without checking on the envelope the attention you wish given to the pen.

Don't fail to mention in your letter of instructions the name of your customer and your repair number, so that they may be promptly and surely connected.

Don't overlook placing your name and address on the wrapper of your package.

Don't let a pen purchaser leave your store without thoroughly understanding the operation of his pen, and see that he has a Direction Sheet with it.

Don't write us stating that "pen was sent for repairs or exchange some time ago." Give the date, number or description of pen, and any other information, such as customer's name, etc., that will help us in giving your inquiry prompt attention.

Label Forms for Waterman's Ideal Fountain Pens

A complete set of these labels will be found in the envelope attached to the back cover. Each form consists of from nineteen to twenty-six gummed labels assorted, as per sample shown on this page. A further supply will be sent upon request. Please order by form letter.

Form A		Form B		Form C		Form D	
No.	Fine \$2.50	No.	Fine \$3.00	No.	Fine \$4.00	No.	Fine \$3.50
No.	Med. \$2.50	No.	Med. \$3.00	No.	Med. \$4.00	No.	Med. \$3.50
No.	Coarse \$2.50	No.	Coarse \$3.00	No.	Coarse \$4.00	No.	Coarse \$3.50
No.	Stub \$2.50	No.	Stub \$3.00	No.	Stub \$4.00	No.	Stub \$3.50
Form E		Form F		Form G		Form H	
No.	Fine \$4.50	No.	Fine \$7.00	Self-filler		No.	Fine \$5.00
No.	Med. \$4.50	No.	Med. \$7.00	Vest Safety		No.	Med. \$5.00
No.	Coarse \$4.50	No.	Coarse \$7.00	Safety		No.	Coarse \$5.00
No.	Stub \$4.50	No.	Stub \$7.00	Form J		Hard	
No.	Fine \$6.00	No.	Fine \$8.00	Bookkeepers		Narrow	
No.	Med. \$6.00	No.	Med. \$8.00	Manifold		Soft	
No.	Coarse \$6.00	No.	Coarse \$8.00	Stenographers		Broad	
No.	Stub \$6.00	No.	Stub \$8.00			Extra	
No.	Fine \$	No.	Fine \$9.00			Oblique	
No.	Med. \$	No.	Med. \$9.00			Turned-up point	
No.	Coarse \$	No.	Coarse \$9.00			Threaded	
No.	Stub \$	No.	Stub \$9.00			Falcon	
				Form K			
				This clip increases the cost 25c.			
				Sterl. Clip increases Silver the cost 50c.			
				18 Kt. Clip increases Filled the cost \$1.00			
				14 Kt. Clip increases Solid the cost \$2.00			

This assortment will enable the dealer to relabel any size, type or style of pen by filling in the number and price in the blank spaces. This system is much more simple and convenient than to attempt to carry a complete assortment of labels.

WINDOW DISPLAYS

CAUTION:—Do not display fountain pens in your window, or in strong light, as the rubber holders will quickly become faded if so exposed, and it is impossible to restore the original finish.

Appropriate and seasonable Window Display Signs will be furnished to dealers upon request. The various seasons, extending throughout the year, when Waterman's Ideals are in demand, make it possible to secure profitable results from such a showing at any time. We would suggest, however, that you specially consider the following seasons:

The extensive WINTER TRAVEL SEASON of the first months of the year, with this pen as a favorite.

The VALENTINE and EASTER SEASONS, which are showing increased sales of Waterman's Ideals.

The SCHOOL COMMENCEMENT SEASON, when Waterman's Ideals become an important graduation gift.

The SUMMER VACATION SEASON, at which time the pen is an accepted part of the traveling outfit.

The SCHOOL OPENING SEASON, when pupils and students are equipping themselves for the coming term; and following this the activities of the FALL SEASON open up and gradually lead up to the enormous business for this line which comes with the CHRISTMAS GIFT SEASON.

ELECTROTYPES

We carry at all times a large stock of seasonable electrotypes for dealers' use. These are prepared in all sizes, and furnished with copy.

A booklet showing these electros will be furnished upon request. Special copy or suggestions will be submitted by our advertising department where required.

THE PEN PROPHECY

We publish, at regular intervals, a house organ known as "The Pen Prophet." In this we devote a special page of suggestions to Pen Sellers, also give full particulars regarding new styles, signs, electrotypes, lantern slides, circulars and other items likely to be of interest to our dealers and their clerks. This publication is mailed to all of our dealers regularly. Look for it. You will find it of interest and value in getting results.

CIRCULARS, ETC.

We are at all times prepared to furnish circulars, blotters or other forms of advertising matter, with space for dealer's imprint, where it can be used to advantage.

One of our circulars to your mailing list will bring results.

LANTERN SLIDES

Dealers advertising on the screen in moving picture theatres can be furnished with appropriate slides bearing their own imprint.

SPECIAL

Any special problem will have our careful attention if referred to us. We can offer special selling plans and suggestions for any occasion and will be glad to do so.

INK

Any good fluid writing ink may be used, but preferably from a corked bottle, avoiding dusty, gummy or muddy ink, which will clog the feed and necessitate frequent washings. We strongly recommend Waterman's Ideal Ink for use in any pen. It is uniform in quality, will not thicken or dry up, is rich in color, and is everlasting in its record qualities.

We urge the necessity of referring to ink when selling a fountain pen.

You cannot too strongly advise against the use of any ink that happens to be handy, particularly if your customer travels, and would be likely to fill the pen from hotel or post office ink wells.

To assure the greatest satisfaction, you should recommend the use of Waterman's Ideal Ink.

WATERMAN'S IDEAL CLIP-CAPS

THE patented Clip-Cap is without doubt one of the greatest factors in rendering Waterman's Ideals the practical pocket writing instrument of all time. They are demanded everywhere, owing to their broad publicity and their satisfactory use.

A simple but strong device that grips the pocket, and is a positive protection against loss.



Clip
Separate

Made in Four Qualities
Costs of Clips, separate, in the various metals

German Silver.....\$.25	Rolled Gold.....\$1.00
Sterling Silver......50	Solid Gold......2.00

Cost of Complete Clip-Caps

Nos.	Cap with Clip attached	German Silver	Sterling Silver	Rolled Gold	Solid Gold
2, 12, 22	"	\$.50	\$.75	\$1.25	\$2.25
3, 13, 23	"	.50	.75	1.25	2.25
4, 14, 24	"	.50	.75	1.25	2.25
5, 15, 25	"	.55	.80	1.30	2.30
6, 16, 26	"	.65	.90	1.40	2.40
7, 17, 27	"	.75	1.00	1.50	2.50
8, 18, 28	"	.75	1.00	1.50	2.50



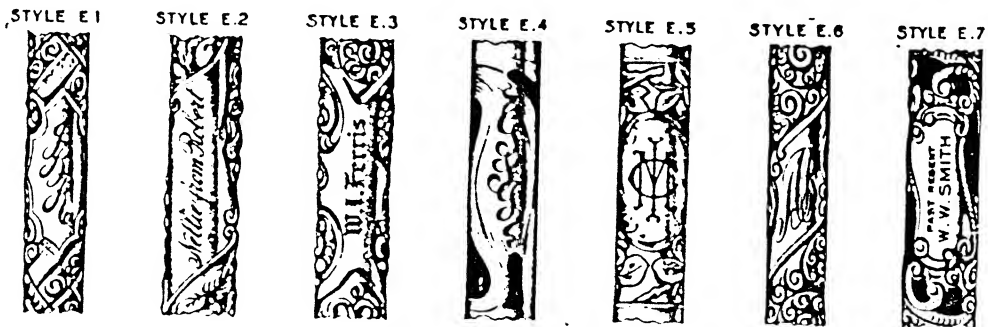
Clip-Cap

PRICES OF ENGRAVING

This work is done as an accommodation to the trade
We do no Engraving for less than 15c

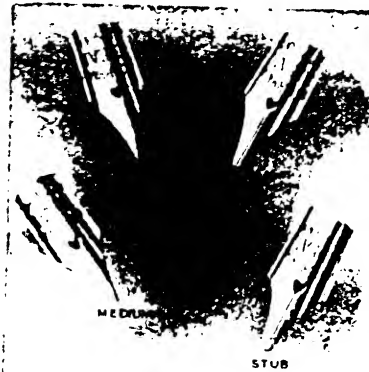
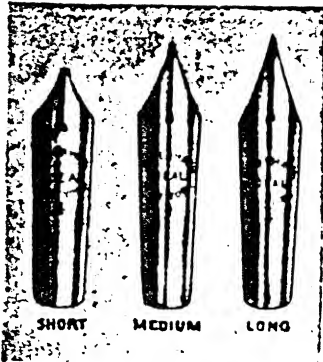
Gold and Silver Mounted Pens, in most styles, have a plain space, or name plate, for engraving. We illustrate various styles of engraving and below give the prices of same. In ordering engraving exceptional care should be taken to write initials, name, or date very distinctly, as alterations cannot be made.

During the Christmas Season orders cannot be executed promptly if received later than December 15th.



<p>Style E 2, Script 1c per letter</p> <p>Style E 7, Block 6c per letter</p> <p>Style E 3, Old English, small 10c per letter</p> <p>Style E 3, Old English, capitals only 15c per letter</p>	<p>Style E 1, Dropped cipher (3 letters or less).....40c per pen</p> <p>Style E 6, Script monogram (3 letters or less).....40c per pen</p> <p>Style E 4, Ribbon monogram (3 letters or less).....75c per pen</p> <p>Style E 5, Block monogram (3 letters or less).....75c per pen</p>
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THE GOLD PEN



The following assortment is furnished in the Nos. 2-3-4-5-6.

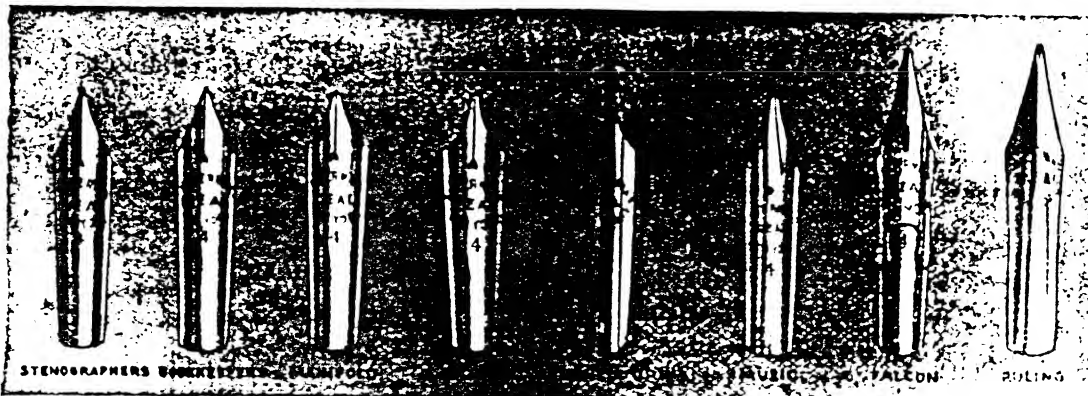
Extra fine	} Made in	Stub	} Made in	Manifolding	} Made in		
Fine		Obl. stub		Short nib		Fine	Short nib
Med.		Nar. stub		Med. nib		Med.	only
Coarse		Nar. obl.				Coarse	
		Broad stub		Stub			
		Broad obl. stub					
Stenographers)	Made in	Bookkeepers	Made in one style only				
Extra fine	Long nib		Extra fine, very stiff, Med. nib				
Fine	Med. nib						

Medium nib is always supplied, unless otherwise requested.

In the 7-8-10 sizes the long nib pens are omitted.

In every grade there is some variation, both in point and flexibility; in fact, it requires considerable search to find two pens exactly alike in point and action. The word *soft*, sometimes used by our customers to describe a *smooth* pen, often misleads us by giving the impression that a flexible pen is wanted.

Remember that in ordering points for special selection, it is as impossible to describe it accurately in words as it is impossible to describe a certain shade of ribbon. Therefore, we can more surely satisfy your customers' requirements when we have a sample, either a favorite gold pen or a steel pen, to guide us.



This Envelope Contains

IMPORTANT AIDS

For Dealers' Use

CONTENTS

Price Labels (in envelopes)

Repair Envelopes

Punch to open Vent Holes in Cap (Regular Type)

Mailing Envelopes

A FURTHER SUPPLY OF ANY OF THESE ARTICLES WILL
GLADLY BE SENT ON REQUEST

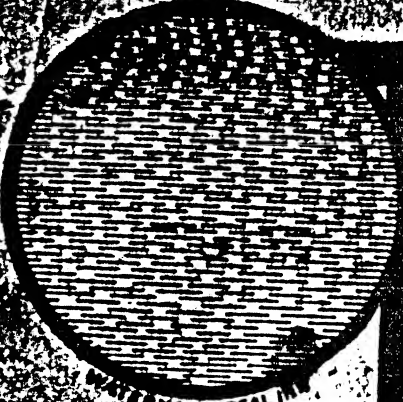
Do You Often Wonder

why the ink in your fountain pen clogs, corrodes, fades or gums? The fault is in the making. Use the ink that is made for the purpose.

Look at this  then  Look at this



These are inferior particles.



Microscopic Examination

of the ink in the fountain pen, showing the large, irregular particles, and the fine, uniform texture of Waterman's Ideal Ink.

Waterman's Ideal Ink

Waterman's Ideal Ink is the only ink made with the finest materials, and is the only ink that will not clog, corrode, fade or gum. It is the only ink that will stand up to the most severe tests, and is the only ink that will give you the best results.

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Sold everywhere
 L. E. Waterman Company
 191 Broadway, New York

